Strategy Document: Google Fiber

Sign-off matrix:

Name	Team / Role	Date

Proposer: Emma Santiage, Hiring Manager

Status: <mark>Draft</mark> > Under review > Implemented | Not implemented

Primary dataset: market_1, market_2, market_3

Secondary dataset: N/A

User Profiles:

- Emma Santiage, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst
- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard	Build a new dashboard to explore the number of repeat callers and their problem types in three different market cities.
Access	Access will be provided as read-only to the user profiles listed in this document.
Scope	date, market, problem_type, contact_n and contact_n_#
Date filters and granularity	Data filters can be applied for the following: Week, Month, Quarter Granularity: Any chart with detailed metrics should have the ability to click on that metric to view specific information.

Metrics and Charts

Create a table for each chart that you'd like to include in the dashboard. If you'd like to break the dashboard under different headers, feel free to list those here as well.

Chart 1

Chart Feature	Your Request
Chart title	Calls by Day and Type
Chart type	Table
Dimension(s)	Day of initial call, subsequent repeat calls, Market
Metric(s)	Contact

Chart 2

Chart Feature	Your Request
Chart title	Day 1 Repeat Calls by Type
Chart type	Bar
Dimension(s)	Call type, market, contact_n_1
Metric(s)	Contact

Chart 3

Chart Feature	Your Request
Chart title	Total Calls by Market and Type
Chart type	Table
Dimension(s)	Market, call type, total calls
Metric(s)	Contact

Chart 4

Chart Feature	Your Request
Chart title	Repeats by Week, Month, and Quarter
Chart type	Bar
Dimension(s)	Date, contact, Market
Metric(s)	Contact, Date

Chart 5

Chart Feature	Your Request
Chart title	Total Repeat Calls by Day
Chart type	Donut
Dimension(s)	Date, contact_n1 – n7, Market
Metric(s)	Contact, Date

Chart 6

Chart Feature	Your Request
Chart title	Day 0 Calls By weekday and Type
Chart type	Bar
Dimension(s)	Weekday name, contact_n, type, Market
Metric(s)	Contact, Date

Dashboard mockup